

Hsuan-Ting Wu

Product Designer

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Portfolio access code: hi

Experience

Senior Product Designer

Dropbox

San Francisco, CA
August 2021–Present

Developing UX strategies for dropbox.com redesign to enable multi-product commerce experience.

Supporting and proposed design experimentations to increase conversion rates, revenue, and usability of the current dropbox.com in collaboration with cross-disciplinary teams.

Product Designer

Palo Alto Research Center

Palo Alto, CA
March 2017–August 2021

Lead the design direction for existing and new product offerings for Xerox and commercial clients in a collaborative Agile environment.

Lead user research and concept design for Xerox Venture Studio to inform investment decisions and outline development roadmap for funded projects.

Notable projects include launching critical features for several AI/ML SaaS enterprise software systems, defining new lines of consumer-facing healthcare product-service for global pharmaceutical companies, and designing visual language for AR instructional applications, resulting in follow-on internal development investments and multi-million dollar licensing contracts.

UX Design Intern

Razorfish

San Francisco, CA
June 2015–August 2015

Collaborated with a cross-functional team to launch the new Hewlett Packard and mobile user flow and information architecture by restructuring sitemap, wireframing page layouts, and design features that are flexible for localization and accessibility needs.

UX Consultant & Mentor

Various Organizations

Seattle, Tokyo, San Francisco
January 2014–Present

Consulted several startups, student organizations, hackathons on improving website information architecture, user flows, UX writing, and creating branded graphics, videography, and social media content.

Cultivate and mentor design thinking and innovation processes to clients, executives, collaborating teams, and emerging designers.

Education

University of Washington

Bachelor, Interaction Design

Seattle, WA
September 2012–June 2016

Participated in Japanese Student Association, Interaction Design Association UW, The Daily UW Newspaper, DubHacks, Microsoft Design Expo.

Achievements

Innovation Award

Xerox PARC
November 2017

Awarded “Best Innovation and Collaboration” for the design of an ocular drug delivery device developed with a global pharmaceutical company.

Best Design

Facebook Hackathon
November 2015

Won “Best Design” for the design of a utility application at the People of Color Hackathon held by Facebook Seattle.

Skills

Adobe Creative Suite
Sketch
Figma
inVision
Autodesk Maya

HTML
CSS
Javascript
Java
JIRA

Interaction Design
User Research
Workflow Mapping
Wireframing
Rapid Prototyping (2D & 3D)
User Testing

English
Mandarin Chinese
Taiwanese
Japanese (N3)